

WHAT IS CMD?

Constructivist Media Decoding (CMD)



is a **core content inquiry-based teaching method** where **ALL students** at **all levels** develop **habits of questioning** through **media analysis.**

WHY CMD?

THIS APPROACH IS

inquiry-based **student-centered** **curriculum-driven**

AND teaches core subject-area standards

develops habits of critical thinking

builds student agency

engages all students

WHAT IS IN THIS KIT?

This kit gives you the **resources and steps**

you need to begin

integrating

Constructivist Media Decoding

into your work with students.



HOW TO GET STARTED?

WATCH:

- ▶ [Constructivist Media Decoding - Why and How?](#) (2 min.)
- ▶ [The Impact of CMD - Student Voices](#) (1 min.)
- ▶ [Project Look Sharp Free Resources for CMD](#) (2 min.)
- ▶ [Interpreting Charts of Media Use](#)

PLAN A CMD

STEP 1: Brainstorm upcoming CMD opportunities



What content will my students be learning?

What media can target my curricular goals?

And be engaging for all my students?

What content and media literacy questions should I ask?

PLAN A CMD

STEP 2: Review Tips for Decoding:

- Preparing for a decoding
- Leading a decoding
- Cautions



PLAN A CMD

STEP 3: Select a Lesson



Search Project Look Sharp's website, e.g.,

[Health and Consumer Education 6-12](#)

To narrow your search, add a **Keyword** or

FILTER by *Subject, Media Type, Duration, etc.*

OR

Still not sure? Choose one of the lessons below:



[Seeing Body Image Through Instagram Filters](#)



[High Fructose Corn Syrup? Is there a problem?](#)



[Football & Concussions: NFL vs. Scientific Research](#)

PLAN A CMD

STEP 4: Plan Your Lesson

- What are your objectives?
- What questions can you ask students to meet your lesson's objectives?
- What follow up questions will
 - ➔ deepen student thinking?
 - ➔ help them teach each other?
- What background knowledge do your students need for the decoding?
- Will your media documents be accessible to all students?



LEAD A CMD

STEP 5: Teach Your Media Decoding Lesson!



After the lesson, **REFLECT**:

What was successful?

What was challenging?

Use the [Self-evaluation Checklist](#).

NEXT STEPS

Find more CMD lessons at



or use our [DIY guide](#) to create your own!

